



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **RTL1133 RETAIL STORE OPERATIONS**
Semester & Year : May – August 2021
Lecturer/Examiner : Angela Thexeira
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (10 marks) : TEN (10) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (30 marks) : ONE (1) case study. Answers are to be written in the Answer Booklet provided.
PART C (60 marks) : SIX (6) short-structured questions. Answer any FOUR (4) questions only in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 5 (Including the cover page)

PART B : CASE STUDY (30 MARKS)

INSTRUCTION(S) : Answer ALL the questions. Write your answers in the Answer Booklet(s) provided.

EMPLOYEE TURNOVER FACING INTERNATIONAL HOTELS

A study of the reasons for employee turnover at Taiwanese hotels classified the causes into three categories: internal contentment, external contentment, and organization proffer. Internal contentment relates to the mentoring process for career enhancement, emotional exhaustion, and co-worker trust. External contentment includes such variables as the wage rate, the length of working time, fringe benefits, and the existence of a training program. Organization proffer relates to career advancement opportunities and the commitment to the organization, career, and job.

This research involved two stages. In the first stage, nine human resource managers of international hotels were designated as subject matter experts (SMEs). Each SME had at least 10 years of experience in the international hotel sector.

They were asked to establish criteria to predict employee turnover. The second stage involved determining the weights (importance) for each criterion in the model. These weights were used to predict the highest turnover-risk hotels.

The SMEs predicted the turnover risk for new employees at international hotels based on the following weightings: internal contentment (0.343), external contentment (0.333), and organizational proffer (0.323). The differences among these criteria weights are small. These weights can also change with major shifts in the environment, such as increased economic uncertainty.

*Source: Huang-Wei Su, Li-Tze Lee, and Chiang-Ku Fan, "Turnover Determinants of New Employees in International Hotels," *Journal of Service Science and Management*, Vol. 4 (June 2011), pp. 158–164.*

1. When there is a staff turnover in the retail company, the human resource department has a number of ways to recruitment new staff to fill the vacancies. Briefly explain **FIVE (5)** internal sources of recruitment. (10 marks)
2. The case above highlighted that some employees were discontented. One of the ways to motivate employees is to provide training. Briefly describe **FIVE (5)** on-the job training methods the retailer can use to train the employees. (10 marks)
3. Briefly explain **FIVE (5)** main costs of employee turnover in the retail industry. (10 marks)

END OF PART B

PART C : SHORT STRUCTURED QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer any FOUR (4) questions. Write your answers in the Answer Booklet(s) provided.

Question 1 (15 marks)

- a) State **THREE (3)** areas retailers can increase when expanding operations to international markets. (3 marks)
- b) Briefly discuss **FOUR (4)** types of growth opportunities that retailers may pursue. (12 marks)

Question 2 (15 marks)

Describe **FIVE (5)** types of merchandise that retailers sell. (15 marks)

Question 3 (15 marks)

- a) Define '*sales promotion*'. (3 marks)
- b) Briefly explain **FOUR (4)** types of sales promotion. (12 marks)

Question 4 (15 marks)

- a) List any **THREE (3)** alternatives in planning a basic storefront. (3 marks)
- b) Brief describe **FOUR (4)** types of product grouping in a retail store. (12 marks)

Question 5 (15 marks)

- a) State the meaning of a store layout. (3 marks)
- b) Briefly describe **THREE (3)** types of store layout. (12 marks)

Question 6 (15 marks)

Briefly describe **FIVE (5)** off-the job training methods the retailer can use to train the employees. (15 marks)

END OF EXAM PAPER